

Anadarko Community Library

2023 - 2025 Long-Range Plan

Vision Statement: To be a place where creativity and innovation thrive and everyone feels welcome and valued.

Mission Statement: Anadarko Community Library's mission is to provide access to a wide variety of resources that empower our community to learn, grow, and succeed. We are committed to creating a welcoming and inclusive environment that promotes lifelong learning and fosters a love of reading while supporting our patrons' educational and informational needs. We strive to be a trusted and valuable resource for our community and to continuously adapt and improve our services to meet their changing needs.

Provide Exceptional Customer Service	Evaluate and Address Physical Space Needs	Strengthen and Optimize Resources and Services	Increase Community Awareness	Align with and Promote Community Initiatives
Goals	Goals	Goals	Goals	Goals
<ul style="list-style-type: none"> Anadarko Community Library staff will strive to be friendly and approachable, offering assistance and guidance to all individuals in the library, on the phone, and through technology communications. Develop and maintain a knowledgeable, creative, and engaged staff. All staff will be certified through the Oklahoma Department of Libraries. 	<ul style="list-style-type: none"> The Anadarko Community Library will provide a safe, inclusive, and welcoming environment for all individuals and groups. The Library will continually assess the physical space to improve the areas to address the current needs and services better. 	<ul style="list-style-type: none"> The Library will proactively evaluate and add services based on Library user needs. The Library will continue adding new materials to the Library's collection in physical and virtual formats for the information and enjoyment of all library users. The Library will offer a variety of programs in the library and out in the community for all ages. The Library will continue to maintain and enhance technology resources and services. The Library will identify barriers to use. 	<ul style="list-style-type: none"> Develop a comprehensive marketing plan to better inform people about library services, programs, and other opportunities. Reach non-users through improved outreach efforts. Communicate the Library's role as integral to the Anadarko community and surrounding areas. 	<ul style="list-style-type: none"> The Anadarko Community Library will promote its mission and vision to the community. Collaborate with other city departments, community service organizations, and local businesses. The Library will strive to connect library services and resources to non-users. The Library will support the economic health of the community
Outcomes	Outcomes	Outcomes	Outcomes	Outcomes
<ul style="list-style-type: none"> Develop a Customer Service Expectation Policy. Staff will attend professional development trainings when feasible, in-person or online. The Library will be proactive in determining library users' needs. 	<ul style="list-style-type: none"> Work towards organizing and updating the circulation space. Work towards completing the Makerspace area. Develop a plan to update the community room. Develop and implement a plan to reorganize the storage rooms. Replace the awnings. Enhance the flowerbeds. Add window blinds to the main adult reading area. 	<ul style="list-style-type: none"> Review and adjust policies and procedures. Explore the expansion of outreach efforts. Work towards adding a credit card payment option. The Library will evaluate current technology resources and services and develop a technology plan. The Library will offer programs and events on various educational topics, including early literacy, financial literacy, technology literacy, health literacy, and other enriching topics for users of all ages. 	<ul style="list-style-type: none"> The Library will create a marketing plan. The Library will maintain and update the website and review all other communication channels, including social media. The Library will establish a newsletter in print and online formats. Actively reach out to new residents. Use data to identify gaps in service. Demonstrate the value of the library to the community through quantitative and qualitative data collection. Provide information about opportunities for library supporters to be advocates for the library. 	<ul style="list-style-type: none"> Partner with school, civic, and social service organizations to create and promote events and programs at the library and in the community. Develop and implement a community needs assessment, develop a list of community resources, and identify areas that need improvement. Support the efforts of the Friends of the Anadarko Community Library to involve community members as volunteers and advocates for the library and to raise funds for library programs, services, and initiatives. Support local businesses by drawing people downtown through increased program attendance and library use.